

# TRADEWINDS

California Department of Food and Agriculture  
Agricultural Export Program

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## BIOTERRORISM RULES SEMINAR IN CALIFORNIA

On Wednesday, November 12 a one-day seminar on "Complying with FDA's Final Bioterrorism Rules" in San Francisco is being planned by the Food Institute and the Food and Drug Law Institute.

E-mail Scott Blander at [sblander@foodinstitute.com](mailto:sblander@foodinstitute.com) for information *Source: NASFT*

## CALIFORNIA ORGANIC PRODUCTS EXPORT STRATEGY (COPEs) SEMINAR

On November 13, 2003 the COPEs organic program will be hosting a seminar, *Organic Export: Succeeding in the Global Market Place* at the National Steinbeck Center in Salinas.

Growers, processors, and shippers who want to develop a competitive edge in the global marketplace should attend.

For further information, please contact COPEs at (831) 476-2434 or visit [www.copes-ca.org](http://www.copes-ca.org)

## FAS TRADE SHOW OFFICE ENFORCES FOODEX DEADLINE

November 14 is the last day applications will be accepted to exhibit at FOODEX. The deadline will be strictly enforced by the show organizer. The size of the U.S. Pavilion will be determined by the number of applications received by November 14. The FAS Trade Show Office will not provide MAP Branded waivers to companies placed outside the USA Pavilion due to late application. Those late companies would jeopardize their reimbursement claim.

## NEWS

### REGISTRATION OF FOOD FACILITIES: DEADLINE: DECEMBER 12, 2003

The Public Health Security and Bioterrorism and Response Act of 2002 (the Bioterrorism Act) requires domestic and foreign facilities that manufacture, process, pack, or hold food for human or animal consumption to register with the Food and Drug Administration (FDA) by December 12, 2003.

Domestic facilities are required to register whether or not food from the facility enters interstate commerce.

Foreign facilities are also required to register unless food from that facility undergoes further processing (including packaging) by another foreign facility before the food is exported to the United States.

Exempt from registration are farms; retail food establishments; restaurants; non-profit establishments that prepare food for, or serve food directly to, consumers; fishing vessels not engaged in processing; and facilities regulated exclusively throughout the entire facility by the U.S. Department of Agriculture.

For more information visit: [www.cfsan.fda.gov/~furl/ovffreg.html](http://www.cfsan.fda.gov/~furl/ovffreg.html) or contact AEP.

## UPCOMING FAS TRADE MISSIONS

The Foreign Agricultural Service will be facilitating the following agricultural trade missions. Space is limited!

- Central America: March 7-12, 2004
- Malaysia: April 24-27, 2004  
Following Food and Hotel Asia 2004
- Thailand: April 24-28, 2004  
Following Food and Hotel Asia 2004

*Eligible expenses are reimbursable through the MAP Branded Program. If you are interested in any of the above trade missions, contact Shani Zebooker at (202) 720-2075 or e-mail: [shani.zebooker@usda.gov](mailto:shani.zebooker@usda.gov)*

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## UPCOMING TRADE EVENTS

*Sponsored by the California Department of Food and Agriculture*

### ANTAD

**March 12-14, 2004**, Guadalajara, Mexico

There will be a California Pavilion at ANTAD, which is the National Grocery Retailers Association Show. This is the biggest and most prestigious annual food and supermarket show in Mexico. At least 10,000 attendees are expected and twelve countries will be participating.

### EXPOHOTEL 2004

**June 9-11, 2004**, Cancun Mexico

Meet over 6,000 buyers from Mexico's food and hospitality sector! The California Pavilion will provide value-added benefits to California exhibitors.

### FOOD AND HOTEL SOUTH CHINA

**June 23-25, 2004**, Guangzhou, China

The California Pavilion at FHC 2004 will highlight California's diverse agricultural product to the lucrative hospitality and food service sector.

*For information regarding any of these upcoming events, e-mail the Agricultural Export Program: [aepinfo@cdfa.ca.gov](mailto:aepinfo@cdfa.ca.gov)*

## EXPORT OPPORTUNITIES

- A South African importer is seeking U.S. suppliers of organic soybeans.
- The government of Bangladesh is interested in purchasing Atlanta-type potato seeds.
- An Italian importer is seeking U.S. suppliers of prunes for the retail market.
- A German importer is seeking U.S. suppliers of inshell walnuts.
- A Korean frozen food company is seeking suppliers of frozen organic carrots.
- A UK importer is seeking pasteurized and HPP (high pressure process) pacific oysters/rock oysters.

*If you are interested in any of these export opportunities, e-mail the Agricultural Export Program at: [aepinfo@cdfa.ca.gov](mailto:aepinfo@cdfa.ca.gov)*



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## RECENT FAS/USDA REPORTS

The following reports were released during the month of September and are available on-line at [www.fas.usda.gov](http://www.fas.usda.gov)

**Korea:** Wine Report

**Czech Republic:** Food Service

**Mexico:** Retail Sector

**New Zealand:** Country Report

## ALL THINGS ORGANIC TRADESHOW AND CONFERENCE

All Things Organic (ATO) will take place May 2-4, 2004 in Chicago, co-located with FMI/US Food Export and Fancy Food/United Produce Expo.

ATO is a great opportunity to gain access and exposure to over 40,000 buyers from retail, food service, manufacturing, distribution and more! Not only will you get organic buyers coming specifically for ATO, but the show will be co-located, ATO will be an excellent draw for those attendees, too.

For more information visit [www.atoexpo.com](http://www.atoexpo.com) or contact Ms. Karen Thomas at (207) 842-5562

## NEW LOGISTICS PARK IN GERMANY OPENED OCT. 13

Thinking about setting up a warehouse in Europe? The town of Troisdorf in Germany is developing a new logistics park in the heart of Europe. The AIRLOG Cologne Bonn Park has about 40 hectares net of building and operating space available.

Two-thirds of the European population can be supplied from this new logistics park within 24 hours by different transportation carriers. It is advantageously situated near the Cologne/Bonn airport, the second largest cargo airport in Germany.

The Cologne/Bonn region offers a huge metropolitan service industry. The typical employee of the region is 25-35 years old, female and salaried. After graduation from secondary school, it is most common to follow with on-the-job training.

For further inquiries contact SCI Verkehr GmbH, Hardefuststrasse 11-13, D-50677 Cologne, Germany [A.schaeffer@sci.de](mailto:A.schaeffer@sci.de); [www.sci.de](http://www.sci.de)

## USDA ISSUES PROPOSED RULE FOR MANDATORY COUNTRY OF ORIGIN LABELING (COOL): COMMENTS ACCEPTED UNTIL DEC. 29

The USDA issued the proposed rule for the mandatory country of origin labeling program as required by the 2002 Farm Bill.

Under the proposed rule, certain products labeled at retail to indicate their country of origin. These include: muscle cuts of beef, lamb and pork; ground beef, ground lamb and ground pork; farm-raised fish and shellfish; wild fish and shell fish; perishable agricultural commodities (fresh and frozen fruit and vegetables). In addition, the notice of country of origin for fish and shellfish must include and distinguish between wild and farm-raised fish and shellfish.

Covered commodities are excluded from mandatory country of origin labeling if they are an ingredient in a processed food item, for example bacon, orange juice, mixed nuts and fruit/vegetable party trays.

A covered commodity can only bear a "United States country of origin" declaration if certain criteria are met.

The proposed rule also outlines the requirements for labeling products of mixed origin including products produced both in foreign markets and in the United States as well as labeling requirements for blended products. Additionally, recordkeeping requirements for retailers and their suppliers are outlined.

The full text of the proposed rule is listed in the October 30 Federal Register. Comments may be sent via e-mail to [cool@usda.gov](mailto:cool@usda.gov) or sent by regular mail no later than December 29, 2003 to: Country of Origin Labeling Program; USDA Agricultural Marketing Service; 1400 Independence Ave., SW Stop 0249; Washington, D.C. 20250-0249. For additional information visit [www.ams.usda.gov/cool](http://www.ams.usda.gov/cool)

## INPUT SOUGHT ON TECHNICAL ISSUES FOR PROCESSED FOOD EXPORTS

The Processed Foods Agricultural Technical Advisory Committee (ATAC) was recently created to advise the USDA Foreign Agricultural Service on technical issues that could impact processed food exports in light of current or upcoming trade negotiations. Miriam S. Perry, Ph.D., Co-Director of the Processed Food Institute, San Jose State University, is a member of ATAC and can provide direct input to federal government personnel within USDA about any issues affecting food business within the state of California. Contact Dr. Perry by e-mail at [mperry@processedfoodinstitute.org](mailto:mperry@processedfoodinstitute.org).

## ORGANIC PRODUCTS EUROPE 2004 PLAYS HOST TO USA PAVILION

California companies seeking part of the UK organic market should look no further than *Organic Products Europe 2004*, April 4-5.

*Organic Products Europe* and *Natural Products Europe* are the UK's premier trade shows for the natural and organic product sectors. In 2004, both shows will share the limelight in Olympia's Grand Hall, London where key buyers from across the UK and Europe will flock to do business.

The USA Pavilion at *Organic Products Europe 2004* will act as a beacon, attracting buyers to sample the array of products available from the United States.

To make exhibiting in the pavilion as easy as possible, the organizers have created a walk-on package that includes booth space, shell scheme, carpet, fascia board and furniture.

For more information contact Lisa Murray, Diversified Business Communications at (207) 842-5468 or visit [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk)

## OFAC STEPPING UP PENALTIES FOR EXPORTS TO PROSCRIBED NATIONS

Over 60 U.S. companies have been fined by the U.S. Treasury Department's Office of Assets Control (OFAC) for violating U.S. export laws that prohibit dealing with proscribed countries and companies.

Approximately 800 specially designated nationals (SDNs) and 263 specially designated "terrorist entities" are currently listed on the OFAC's "blocked person" lists.

If a vendor, forwarder, or NVO you have used has dealt even once with an SDN or "blocked person" your company can be liable for a fine and public citation. OFAC itself states that most of the companies fined were inadvertently involved in the transactions with an SDN. The agency clearly does not consider such ignorance an excuse. While OFAC has stated merely having a container on board a ship fined for making a forbidden port call is not grounds for penalty for your company. However, it is a good idea to be fully informed about your cargo's logistics.

Information on the OFAC and the agency's lists of blocked persons can be viewed at [www.treasury.gov/ofac](http://www.treasury.gov/ofac). The Institute of Management and Administration recommends to stay updated, at least weekly, on OFAC's SDN and "blocked person" lists. Source: IOMA

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